

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (Currently Amended) A method performed by a processor comprising:
  - adding a category from a first set of categories of broadcasted programs provided by a media provider to a second set of categories of broadcasted programs in response to a broadcasted program viewing device being tuned, for a period of time at least equal to a first predetermined threshold, to a plurality of broadcasted programs predetermined to be in the category from the first set, wherein the second set of categories comprises a plurality of behavior peaks;
  - determining a plurality of demographic profiles based on the second set, wherein each demographic profile corresponds to a different behavior peak and wherein each behavior peak and each demographic profile is assigned to a different user; and
  - selecting a first advertisement based on at least one of the demographic profiles.
2. (Original) The method of claim 1, further comprising:
  - displaying the first advertisement with an interactive programming guide.
3. (Original) The method of claim 1, further comprising:
  - transmitting the second set to a unit at a head end of a broadcasting system.
4. (Original) The method of claim 1, further comprising:
  - receiving a set of advertisements including the first advertisement.
5. (Previously Presented) The method of claim 1, further comprising:
  - removing a category from the second set in response to the broadcasted program viewing device not being tuned, for a period of time at least equal to a second predetermined threshold, to at least one broadcasted program predetermined to be in the category from the second set.
6. (Previously Presented) The method of claim 1, further comprising:
  - verifying with a viewer the adding of the category from the first set to the second set.

7. (Currently Amended) A computer-readable medium encoded with computer executable instructions, that when executed by the computer cause a machine to perform operations comprising:

adding a category from a first set of categories of broadcasted programs provided by a media provider to a second set of categories of broadcasted programs in response to a broadcasted program viewing device being tuned, for a period of time at least equal to a first predetermined threshold, to a plurality of broadcasted programs predetermined to be in the category from the first set, wherein the second set of categories comprises a plurality of behavior peaks;

determining a plurality of demographic profiles based on the second set, wherein each demographic profile corresponds to a different behavior peak and wherein each behavior peak and each demographic profile is assigned to a different user; and

selecting a first advertisement based on at least one of the demographic profiles.

8. (Previously Presented) The computer-readable medium encoded with computer executable instructions of claim 7, wherein operations further comprise:

displaying the advertisement with an interactive programming guide.

9. (Previously Presented) The computer-readable medium encoded with computer executable instructions of claim 7, wherein operations further comprise:

transmitting the second set to a unit at a head end of a broadcasting system.

10. (Previously Presented) The computer-readable medium encoded with computer executable instructions of claim 7, wherein operations further comprise:

receiving a set of advertisements including the first advertisement.

11. (Previously Presented) The computer-readable medium encoded with computer executable instructions of claim 7, wherein operations further comprise:

removing a category from the second set in response to the broadcasted program viewing device not being tuned, for a period of time at least equal to a second predetermined threshold, to at least one broadcasted program predetermined to be in the category from the second set.

12. (Previously Presented) The computer-readable medium encoded with computer executable instructions of claim 7, wherein operations further comprise:

verifying with a viewer the adding of the category from the first set to the second set.

13-17. (Canceled)

18. (Currently Amended) The method of claim 1, further including adding a category from ~~a the~~ first set of ~~broadcasted programs provided by a media provider to a the~~ second set of categories of ~~broadcasted programs~~ in response to multiple selectings of at least one broadcasted program predetermined to be in the category from the first set, said multiple selectings at least equal to a predetermined number of selectings.

19. (Currently Amended) The computer-readable medium encoded with computer executable instructions of claim 7, wherein operations further include adding a category from ~~a the~~ first set of ~~broadcasted programs provided by a media provider to a the~~ second set of categories of ~~broadcasted programs~~ in response to multiple selectings of at least one broadcasted program predetermined to be in the category from the first set, said multiple selectings at least equal to a predetermined number of selectings.

20. (Previously Presented) The method of claim 1 further including adding a category from the first set to the second set of categories in response to a selecting of the category from the first set.

21. (Previously Presented) The computer-readable medium encoded with computer executable instructions of claim 7, further including adding a category from the first set to the second set of categories in response to a selecting of the category from the first set.

22. (Currently Amended) The method of claim 1 further including:

increasing a weight value of a category based on a duration of viewing time for at least one broadcasted program in that category; and

wherein the step of determining a plurality of demographic profiles includes utilizing weight values for categories to determine said demographic profiles.

23. (Previously Presented) The computer-readable medium encoded with computer executable instructions of claim 7, further including:

increasing a weight value of a category based on a duration of viewing time for at least one broadcast program in that category; and

wherein the step of determining a plurality of demographic profiles includes utilizing weight values for categories to determine said demographic profiles.

24. (Previously Presented) The method of claim 1, further comprising:

removing a category from the second set in response to a selection of the category from the second set.

25. (Previously Presented) The computer-readable medium encoded with computer executable instructions of claim 7, wherein the operations further comprise:

removing a category from the second set in response to a selection of the category from the second set.

26. (New) The method of claim 1, wherein the category from the first set is added to the second set in response to:

the broadcasted program viewing device being tuned to a first broadcasted program, predetermined to be in the category from the first set, for a first period of time; and

the broadcasted program viewing device being tuned to a second broadcasted program, also predetermined to be in the category from the first set, for a second period of time;

wherein the sum of the first period of time and second period of time is at least equal to the first predetermined threshold.

27. (New) The computer-readable medium encoded with computer executable instructions of claim 7, wherein the operations further comprise adding the category from the first set to the second set in response to:

the broadcasted program viewing device being tuned to a first broadcasted program, predetermined to be in the category from the first set, for a first period of time; and

the broadcasted program viewing device being tuned to a second broadcasted program,

also predetermined to be in the category from the first set, for a second period of time;

wherein the sum of the first period of time and second period of time is at least equal to the first predetermined threshold.

28. (New) The method of claim 1, further comprising determining a first demographic profile by using differentiation to determine at least one maximum peak on a graph of the duration of relative viewing times for each of the categories associated with a first behavior peak.

29. (New) The computer-readable medium encoded with computer executable instructions of claim 7, wherein operations further comprise determining a first demographic profile by using differentiation to determine at least one maximum peak on a graph of the duration of relative viewing times for each of the categories associated with a first behavior peak.